

FOR MORE INFORMATION:

John Snedigar, Faultline Communications
john@faultlinecomms.com / 408-705-7518

Ann Holland, BrightSign
pr@brightsign.biz / 408-656-9239

Digital Out Of Home Advertising Shines at Austin Fan Fest 2013

BrightSign and Zephyr Media Team to Deliver Robust DOOH Advertising Network

LOS GATOS, CA – (November 19, 2013) – **BrightSign, LLC®**, the market leader in digital signage players, today announced that it has partnered with Zephyr Media Inc. to deliver a high-impact Digital Out Of Home (DOOH) advertising network for Austin Fan Fest 2013, the interactive festival that runs in parallel with the Formula One 2013 United States Grand Prix. The four-day festival – which occupies 12 square blocks in historic downtown Austin – includes dozens of interactive and educational displays, as well as dining, entertainment and live music at every turn.

“Austin is known the world over for its ability to put on a show, and F1 racing is at the pinnacle of automotive engineering,” said Luke McEvoy, Zephyr Media’s vice president of marketing. “Working closely with BrightSign, we created a powerful DOOH network that reflects that fast-paced entertainment and cutting-edge technology.”

Festival attendees are drawn by activities for all ages. The event includes six stages hosting countless activities for children, families and race fans, including some of music’s hottest acts, an X-Games action sports zone, food trucks, and F1 race car simulators and interactive exhibits.

“Large-scale outdoor events provide a massive audience that advertisers have traditionally struggled to reach – that all changed with the advent of powerful DOOH ad networks,” said Jeff Hastings, CEO of BrightSign. “Zephyr Media is a great partner, and working together we’ve created a compelling advertising platform that yields great ROI for sponsors of this year’s Austin Fan Fest.”

For event sponsors, Austin Fan Fest 2013 delivers a captive audience of elite motorsport fans in a festive mood – individuals with a high level of disposable income. Zephyr Media’s DOOH Network takes advantage of this dynamic, engaging market and enables advertisers to successfully target this audience.

While Zephyr Media’s DOOH Network was conceived initially to deliver high-impact advertising for event sponsors, the network is also being used as part of a pro bono effort to raise awareness for relief efforts currently underway in the Philippines, following the typhoon that recently devastated parts of that country. The Digital Screenmedia Association created a number of 15-second public service announcements that include instructions on how to easily donate to the relief effort. One of those 15-second spots runs twice during each 45-minute

segment for three days, displayed on a High Definition 16:9 screen that measures 33 feet across. This is the largest screen at the event and is visible from nearly a quarter mile away. Zephyr Media is running the spots free of charge using BrightSign's players, filling the urgent need to generate exposure and donations to provide typhoon survivors with water and other critical care items.

Austin Fan Fest took place in downtown Austin, TX November 14-17, 2013.

About BrightSign

BrightSign, LLC is the market leader in digital signage players. Based in Los Gatos, California, the company develops products, software and networking solutions for digital signage. BrightSign solid-state digital sign controllers set new standards for both stand-alone and networked digital signage applications with their superior video quality, reliability, affordability, ease of use and interactivity. Online information about BrightSign units is available at www.brightsign.biz. For US sales inquiries, please contact sales@brightsign.biz or call +1-408-852-9263. For European sales inquiries, please email Pierre Gillet: pgillet@brightsign.biz or call +44-1223-911842. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

About Zephyr Media

Zephyr Media Inc.'s Digital Out Of Home solutions provide advertisers with seamless digital platforms linking digital placed networks, digital billboards, digital signage and smart devices across a variety of different venues and locations. For more information, visit www.zephyrmedia.net

#

BrightSign and the BrightSign logo are registered trademarks of BrightSign, LLC in the United States and other countries. All other trademarks are trademarks or registered trademarks of their respective owners. Specifications subject to change without notice.